

ABSTRACT

A new container construction and the process and apparatus for its manufacture includes a unique metal can body design having a circumferential concave formation in an inverted frusto-conical section adjacent the generally flat body bottom end, a unique stabilizing and reinforcing base attached to the can body in the area of the inverted frusto-conical section as well as the method and apparatus for forming the can body including the circumferential formation. The container, with the body of a generally more uniform thickness throughout, among other things, allows significant reduction in metal weight. The base, which may or may not have a protrusion mating with the concave formation provides, among other things, a significantly increased container stability, stackability and can serve as a means for concealing indicia useful in promotions. The method of manufacturing, among other things, reduces the steps, equipment and materials necessary to form the body, reduces the amount of tooling yet allows use of current equipment and increases the types of materials that may possibly be used.